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## **GETTING IT OUT THERE: HEMI-SYNC® COMES TO CAIRO**

*by Linda Leblanc*

*Since her first visit to TMI in 1994 for the GATEWAY VOYAGE®, Linda has returned regularly and has attended at least ten residential programs. She is a member of the Professional Division and an OUTREACH Trainer, facilitating workshops in Cyprus since her accreditation in 2000. With her husband, John Knowles, in 1999 she established a not-for-profit organization, Psychognosia, to disseminate information on parapsychology and consciousness research. She also coauthored with John the Reincarnation Cards® and the companion book, Awakening Far Memory, in 2007. The cards were beautifully illustrated by TMI trainer Patricia Peters (now, Patty Avalon). Linda made history in December 2006 as the first foreigner elected to Cypriot public office and as the first female councillor in Paphos, Cyprus. Moving into a new, high-profile area of influence has provided Linda with even more opportunities to spread the word about Hemi-Sync.*

As an OUTREACH Trainer on the eastern Mediterranean island of Cyprus, it has been my vision to expand the presence of TMI in this part of the world. Since 2000, the OUTREACH workshops held in Cyprus have attracted not only the residents from many different countries who live on this sacred isle, but also participants from England, France, Ukraine, and neighbouring countries such as Greece, Lebanon, and Israel. Although I still hold the pattern of attracting participants from other nearby countries and a willingness to travel to facilitate workshops, so far this has not happened. This may partially be due to unstable political situations in nearby Israel, Lebanon, and Iraq, but there is also the challenge of attracting competent organizers in other countries to lay the groundwork for holding successful workshops.

Earlier this year I was excited to learn that there were plans under way to hold a Mind, Body, and Spirit of Giving Festival in Cairo in 2007. This was the first time that anything like this had been attempted in Egypt, an Islamic country that was new to the “Western” concept of such an exhibition. The organizer, Mrs. Suzanne Mitchell-Egan, used to live in Cyprus and had attended many of my Hemi-Sync workshops over the last few years. She is now based in Cairo and invited our organization, Psychognosia, to participate not only as exhibitors but also as one of several sponsors of the festival. It was primarily my work with Hemi-Sync that

prompted the invitation, which would be the first occasion that Hemi-Sync would be presented in Egypt.

Although the festival did have a few organizational “snags,” this was not exactly unexpected. Just to give you an idea of the kind of obstacles overcome by the organizer, although she had been assured she would be given the required police permit, she spent the night before the exhibition at the police station desperately trying to actually obtain it. Mrs. Mitchell-Egan succeeded finally in sorting everything out at 3 A.M.—a close call. The secret police actually visited the festival to check it out. Fortunately no problems were encountered. The organizer’s permit now allows her to hold future events at the resort city of Sharm el-Sheikh and other locations in Egypt.

Adding further to the uniquely Egyptian flavor were the legendary twenty-four-hour Cairo traffic jams, perpetual congestion, and parking problems. In the famous Egyptian bureaucracy the sense of time seems to be almost nonexistent. Are they in Focus 15, I wonder? There is no doubt that Cairo is a stressful city in which to live, an impression confirmed by the festival-goers’ response to Hemi-Sync. People in search of ways to relax and to reduce stress were genuinely pleased to learn about Hemi-Sync and many commented on how such a resource was needed in Cairo. A cosmopolitan world capital,

Cairo has a population of about eighteen million, which includes a large, vibrant, multinational community. Many of the expatriates have their own businesses or work at the numerous international schools, embassies, and UN organizations. With its frenetic pace, Cairo seems to be a city that never sleeps! A walk around the streets at 10 or 11 P.M. is perfectly safe. One discovers a bustling city, with shops, colorful markets, and restaurants—just about everything—open and ready for business. There is constant noise, horrendous pollution from the millions of old-model vehicles belching out black smoke, and easily visible poverty. For the privileged “elite,” however, the Ramses Hilton hotel—the site of the festival—is a popular gathering spot. It’s filled with people late into the night sitting in the lobby café smoking “shiska” bubble pipes. Boisterous “society” weddings are also held there. The hotel was animated on most evenings by lively crowds of Egyptians enjoying themselves.

The festival presented a dynamic program of lectures, demonstrations and workshops, and the forty exhibitors displayed a wide variety of products, ranging from handcrafted items to offerings by wellness and meditation centers. My lecture about Hemi-Sync and stress management was well received by the standing-room-only crowd; mind you, it was a small

room—about thirty people! The festival magazine was a popular item and included a Hemi-Sync article authored by me.

On the first day of the exhibition we encountered an Egyptian exhibitor who was delighted to meet us. She had lived in the United States for fifteen years and had used Hemi-Sync with her children many years ago. She now has an Integrated Wellness Centre in Cairo and is interested in both Hemi-Sync workshops and in using *METAMUSIC*® with her clients. Connecting with her was a good start for us. Interest at our display table was such that I feel it would be fair to say that we had the busiest table at the festival.

Although the exhibition was not as well attended as it could have been or publicized enough, there was sufficient interest to consider it a success. The workshops and lectures were especially popular. Several journalists visited and spoke with various exhibitors. A positive article in an English-language Cairo newspaper appeared on the second day of the festival. I understood from the organizer that other articles were expected to be published.

Here are some highlights of the festival:

- Egyptian women, dressed traditionally, with head scarves, and long, loose dresses—some even wearing gloves to modestly cover their hands—readily accepted our invitation to sit down and wear headphones to sample Hemi-Sync. Some of them returned the following day to buy more *METAMUSIC* CDs, which they intended to use for yoga and meditation.
- An Egyptian *GATEWAY VOYAGE*® grad visited with us. He was leaving the following week to attend another of Carol Sabick's courses in Spain—*LIFELINE*®.
- A woman traveled from Alexandria, the Egyptian city that was the location of the famous Library of Alexandria in ancient times. She had read some of Bob's books and was delighted to discover the *Support for Journeys Out of the Body* Series, which she snapped up without hesitation.
- A Ukrainian woman, whose spouse is Greek, bought two CDs for her two young children. They had readily donned headphones to listen to *METAMUSIC*® at our table. She returned the following day to buy more and told of an amazing experience while listening with the children at home. They loved *Gaia* and had settled down quickly.
- One child, with learning difficulties, went into a light trance while listening to *Lightfall*.

People soaked up information like sponges, asking probing questions without hesitation and listening attentively to our usual “spiel” for passersby who lingered at our display table. The level of interest suggests that there may be sufficient participants to hold an *OUTREACH* workshop in Egypt in 2008.

Despite a high level of interest in Hemi-Sync, it is often difficult to cover expenses at such exhibitions. There are also some practical difficulties to overcome in order to promote Hemi-Sync on a larger scale in Egypt. These difficulties include bureaucratic delays, unreliable postal deliveries, difficult customs clearance, and high duties. The currency exchange process and restrictions on foreigners paying in local currency for hotel bills are also complications. Even taking into consideration the above pitfalls, however, I personally feel that there is definite potential for growth in Egypt.

In conclusion, my festival experiences were more than worth the effort involved to participate in a successful “getting it out there” event. The tremendous positive response in Cairo demonstrates yet again the universality of Hemi-Sync, this time transcending not only language but also culture and religion.

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